



***Oregon Business Education Association***

***Program of Work***

***2008-2009 (June 29, 2008)***

The Program of Work for the Oregon Business Education Association charts the course of the Association each year. It reflects the underlying goals and objectives of OBEA and provides an outline to which the Association has agreed to commit its resources in an effort to meet the goals and objectives. It is developed by the OBEA Executive Board and approved by the OBEA Council.

**GOAL: ORGANIZATION AND LEADERSHIP**

1. Coordinate a viable association for all Oregon Business Education Association members.
2. Provide leadership from OBEA Executive Board and Council.

| OBJECTIVES   | METHODS  | RESPONSIBLE PARTIES  | TARGET DATE  |
|--|--|--|--|
| Distribute program of work to Executive Board and Council at Fall meeting. | Executive Board and Council will finalize the objectives at the Fall meeting.  | Lammers/Morrell  | September 20, 2008   |
| Set Council meeting dates and locations.                                   | <p>The Executive Board will determine location and dates of meetings.</p> <p>Guidelines for dates:<br/>           Fall – Salem<br/>           Winter – Salem/Portland area<br/>           Spring – Corvallis/Newport</p> <p>Prepare agendas for meetings.</p>  | <p>Executive Board<br/>Lammers/Sessions</p> <p>Sessions<br/>Sessions<br/>Sessions/Ekroth/Voas</p> <p>Lammers/Morrell/Executive Board</p> | <p>June 22-23, 2008</p> <p>September 20, 2008<br/>January 10, 2009<br/>April 25, 2009</p> <p>As needed</p> |
| Prepare annual budget.   | <p>Executive Board will prepare a proposed budget at the summer planning meeting.</p> <p>Executive Board and Council will finalize the budget at the Fall meeting.</p>   | <p>Executive Board/Noe</p> <p>Executive Board /Council</p>   | <p>June 22-23, 2008</p> <p>September 20, 2008</p>  |
| Submit a financial report at each meeting of Executive Board and Council.  | <p>Treasurer will prepare a written financial report for each meeting.</p> <p>Treasurer will present annual budget for approval at Fall Council meeting.</p> <p>Budget will be presented to membership for adoption at annual business meeting.</p> <p>Treasurer will request an independent review of books after each two-year treasurer’s term; present at annual fall meeting.</p> | <p>Noe</p> <p>Noe</p> <p>Noe/Lammers</p> <p>Noe</p>  | <p>Dates above</p> <p>September 20, 2008</p> <p>October 10, 2008</p> <p>October 2010</p>                   |

**GOAL: ORGANIZATION AND LEADERSHIP** *Continued*

| <b>OBJECTIVES</b>  | <b>METHODS</b>   | <b>RESPONSIBLE PARTIES</b>   | <b>TARGET DATE</b>   |
|--|--|------------------------------|--|
| Conduct elections  | Elections Director will facilitate elections. Use fall meeting to obtain names for nominations if not already secured. | Gerig                        | December 31, 2008<br>Mail ballots Nov. 1, 2008<br>Due back Nov. 30, 2008 |
| Assist in finding candidates for Correspondent positions | If last year of term, contact the Elections Director with suggested candidates for successor.                          | Correspondents/Council/Gerig | September 20, 2008   |
| Perform tasks for OBEA Conference                        | Provide one silent auction or door prize item for OBEA Conference.   | Executive Board and Council  | September 20, 2008, &<br>October 10, 2008                                |
| Perform tasks for WBEA/NBEA Conferences                  | Promote WBEA/NBEA conferences to Oregon teachers and administrators.   | Lammers/Council              | February 13-16, 2009<br>April 8-11, 2009                                 |
|  | Provide one silent auction item each for WBEA/NBEA Conferences.  | Lammers                      | February 13-16, 2009<br>April 8-11, 2009                                 |

**GOAL: MEMBERSHIP**

1. Coordinate all membership activities for OBEA.
2. Promote increased membership in professional organizations: OBEA/WBEA/NBEA/ISBE/ACTE

| <b>OBJECTIVES</b>                   | <b>METHODS</b>  | <b>RESPONSIBLE PARTIES</b> | <b>TARGET DATE</b>                            |
|-------------------------------------|---|----------------------------|---|
| Update personnel changes in Oregon. | Update membership list for Oregon and inform Directory Director of changes.                               | Spencer/Correspondents     | As needed.                                    |
| Coordinate membership reports.      | Report membership to Executive Board and Council.   | Spencer                    | Each meeting                                  |
|                                     | Prepare and send dues statements. Send reminders and/or call. Remind about annual renewal date if lapsed. | Spencer                    | May 2009; as needed                           |
|                                     | Distribute membership rosters to Secondary Correspondents/Com. College/Higher Ed.                         | Spencer                    | November 1, 2008,<br>& as needed each meeting |

**GOAL: MEMBERSHIP** *Continued*

| <b>OBJECTIVES</b>   | <b>METHODS</b>   | <b>RESPONSIBLE PARTIES</b>           | <b>TARGET DATE</b>  |
|---|--|--------------------------------------|---|
| Promote benefits of membership.                           | Have a membership display at OBEA Conference.  | Spencer                              | October 9-10, 2008  |
|   | Provide members with directories.  | Spencer                              | November 2008   |
|   | Pursue secured online directory  | Morrell/Marquardt                    | August 15, 2008   |
|   | Provide information for <i>OBEA Bulletin</i>   | Spencer                              | Per <i>Newsletter Due Date Guideline</i> file   |
| Increase membership in OBEA.                              | Encourage potential members to join by working with state specialist, FBLA and DECA advisers, and teacher training institutions. | Spencer/Lammers/Council              | As needed   |
|   | Attend FBLA/DECA State Advisors meeting at State Conferences.  | Spencer/Ekroth/Voas/Lammers          | FBLA:<br>Nov 2-3, '08 Eugene<br>April 8-10, '09 Portland<br>DECA:<br>February, Portland |
|   | Encourage former and current members to rejoin.  | Spencer/Council                      | As needed   |
| Promote membership in related professional organizations. | Publish pertinent articles in <i>OBEA Bulletin</i> and OBEA Web site.  | Spencer/Lammers                      | Fall, Winter, Spring  |
|   | Post articles on Web site  | Spencer/Lammers//Van Meter/Marquardt | Ongoing   |
|   | Report at OBEA Council meetings.   | Spencer/Lammers                      | As needed   |

**GOAL: PROFESSIONAL DEVELOPMENT**

1. Provide professional development opportunities for business and management educators in Oregon.
2. Provide for strategic planning for the future of business education.
3. Coordinate OBEA activities with other professional organizations.

| OBJECTIVES   | METHODS   | RESPONSIBLE PARTIES             | TARGET DATE          |
|--|---|---------------------------------|----------------------|
| Provide professional development opportunities.  | Plan a successful OBEA Conference based on professional development needs of membership.        | Lammers/Stephens/Noe/Abbott     | October 9-10, 2008   |
| Work with ODE to provide an in-service event if appropriate or needed.                     | Plan an in-service event (time/place)   | Council                         | 2008-2009            |
| Coordinate and communicate with ODE on the direction of business and management education. | Support the Business and Management State Specialist.   | Lammers/Council                 | Ongoing              |
|  | Communicate with committees associated with school restructuring.                               | Lammers/Council                 | Ongoing              |
|  | Communicate with professional organizations (non-educational).                                  | Lammers/Council                 | Ongoing              |
|  | Communicate with the State Superintendent of Public Instruction                                 | Lammers/Executive Board         | Ongoing              |
| Maintain contact with WBEA/NBEA.   | Send three board members to WBEA Conference. (\$300 each)                                       | Lammers/(Ekroth & Voas)/Spencer | February 13-16, 2009 |
|  | Send official delegates to WBEA Board meeting.  | Lammers/Ekroth or Voas          | February 13-16, 2009 |
|  | Provide 40 gifts to WBEA board. Present OBEA report to WBEA. Attend nomination meeting at WBEA. | Lammers (possible sub. needed)  | February 13-16, 2009 |
|  | Attend WBEA STP President-elect training.   | Ekroth/Voas                     | February 13-16, 2009 |
|  | Send President, Presidents-elect and Membership to NBEA Convention (\$1,000, \$1,000, \$500).   | Lammers/(Ekroth & Voas)/Spencer | April 8-11, 2009     |

**GOAL: PROFESSIONAL DEVELOPMENT** *Continued*

| OBJECTIVES       | METHODS   | RESPONSIBLE PARTIES | TARGET DATE                         |
|------------------|---|---------------------|-------------------------------------|
| Support WBEA PDI | Pay ½ of WBEA registration fee for two (2) participants; newly elected president-elect is one preferred candidate | Lammers             | November 2008—identify participants |

**GOAL: COMMUNICATION AND MARKETING**

1. Coordinate communication processes with Correspondents and members
2. Communicate with members via newsletters and Web site.
3. Honor outstanding members with awards and recognition.
4. Promote and market business education and the value of professional associations to teacher education institutions, legislators, business and industry, CTE regional coordinators, and other parties as identified.

| OBJECTIVES                               | METHODS   | RESPONSIBLE PARTIES                           | TARGET DATE   |
|--|---|---|---|
| Review Correspondent responsibilities.   | Follow <i>Newsletter Due Date Guideline</i> file and Handbook.  | Ekroth/Voas/Van Meter/<br>Correspondents      | September 20, 2008<br>April 25, 2009  |
|  | Send electronically a <b>minimum of two</b> articles to include in the <i>OBEA Bulletin</i> and/or Web site   | Correspondents/Council/Van<br>Meter/Marquardt | Fall, August 1<br>Winter, December 1<br>Spring, April 15  |
| Communicate with Correspondents.         | Facilitate activities.  | Ekroth/Voas/Van Meter                         | As needed   |
|  | Write welcome letter to new correspondents outlining their responsibilities and inviting them to spring meeting.  | Lammers                                       | March 1, 2009   |
| Communicate through various newsletters. | Publish three <i>OBEA Bulletins</i> per school year that will be posted on the OBEA Web site. Fall newsletter will be mailed as hard copy to all business teachers. | Van Meter                                     | August 1, 2008; Dec. 1, 2008; and May 1, 2009—<br>submission<br>August 29, 2008; January 5, 2009; May 11, 2009--<br>published |
|  | Submit items for WBEA and NBEA publications.  | Lammers/Van Meter/Council                     | As requested  |

**GOAL: COMMUNICATION AND MARKETING** *Continued*

| <b>OBJECTIVES</b>   | <b>METHODS</b>   | <b>RESPONSIBLE PARTIES</b>                                      | <b>TARGET DATE</b>             |
|---|--|---|--------------------------------|
| Maintain OBEA Web site.   | Obtain up-to-date OBEA information and post to OBEA Web site.                          | Marquardt/Council   | Ongoing                        |
|   | Post e-mail news flashes obtained from Council and/or members on Web site.             | Marquardt/Council   | Ongoing                        |
| Participate in WBEA Web site.   | Provide relevant OBEA information  | Van Meter/Lammers/Marquardt                                     | Ongoing                        |
| Participate in NBEA Web Page.   | Provide OBEA information as requested  | Lammers   | Ongoing                        |
| Communicate with teachers in Oregon sharing information and publicizing OBEA activities.  | Notify Membership/Directory Director of staff retirements/additions in Oregon.         | Spencer/Council   | As needed                      |
|   | Promote OBEA and school activities.  | Correspondents/Council.   | As needed                      |
| Provide recognition through honors and awards. (Secondary Teacher of the Year, Post-Secondary Teacher of the Year, Administrator of the Year, and Distinguished Service.) | Receive nominations from members   | Lehman  | July 1, 2008                   |
|   | Letters sent to nominees   |   | Prior to August 1, 2008        |
|   | Receive nominees information   |   | August 31, 2008                |
|   | Notify OBEA winners and provide info about WBEA/NBEA awards.                           | Lehman  | September 2008<br>October 2008 |
|   | Notify non-winners; thank them for participating                                       | Lehman  | September 2008                 |
|   | Order OBEA awards. Will work with Royal Awards in Eugene to prepare new logo template. | Lehman/Stephens/Noe/Abbott                                      | September 2008                 |
|   | Confirm guests with winners and contact conference chair with meal count.              | Lehman/Stephens/Noe/Abbott                                      | October 2008                   |
| Winger & Lammers Scholarship Recipients recognized at OBEA Conference 2008.   | Lammers/Winger   | Advertised year-long & Summer, 2008<br>Awarded October 10, 2008 |                                |

**GOAL: COMMUNICATION AND MARKETING** *Continued*

| <b>OBJECTIVES</b>   | <b>METHODS</b>  | <b>RESPONSIBLE PARTIES</b>         | <b>TARGET DATE</b> |
|---|---|------------------------------------|--------------------|
| Provide recognition of OBEA board members   | Prepare letter of appreciation to supervisor of each board member as requested; ask at April meeting.         | Lammers                            | May 2009           |
|   | Prepare “thank you for your service” letter to each council member.   | Lammers                            | May 2009           |
| Offer free OBEA membership and 2008 Conference registration to the first six (6) first-time members who turn in forms; winners will be strongly encouraged to join WBEA/NBEA. | Publicize in Fall newsletter and on Web site.   | Stephens/Noe/Van Meter/Lammers     | August 1, 2008     |
| Promote business education and value of OBEA for business education teachers.   | Create and print updated membership brochure.   | Noe/Lammers                        | August 1, 2008     |
|   | Submit articles, pictures, etc. to newspapers and periodicals about new board and council members and events. | Council & individual Board members | Ongoing            |
|   | Recognize supportive state legislators or businesses in newsletters, thank you letters, or awards.            | Council                            | Ongoing            |
|   | Update and post articles on the Web site.   | Communications Advisory Committee  | Ongoing            |
|   | Continue dialog with CTE regional coordinators about value of OBEA for business teachers.                     | Lammers                            | Ongoing            |
|   | Communicate with all (11) Oregon colleges and universities training business education teachers.              | Lammers                            | Summer 2008        |

**GOAL: LEGISLATIVE ACTIVITIES**

1. Encourage OBEA member awareness of legislative activities pertaining to business and career and technical education.
2. Communicate with local and national legislators about business and career and technical education issues

| OBJECTIVES  | METHODS   | RESPONSIBLE PARTIES               | TARGET DATE |
|---|---|-----------------------------------|-------------|
| Encourage OBEA awareness and interest in legislation affecting business and career and technical education. | Report on legislative issues of interest to business educators (Council Meetings, newsletters, special mailings and e-mails). | Ron Dodge                         | As needed   |
|   | Communicate legislative issues of interest to OBEA, WBEA, and NBEA.   | Ron Dodge                         | As needed   |
|   | Communicate with state and federal legislators (Maintain legislative network).  | Council/Membership                | As needed   |
|   | Determine legislative issues of concern to OBEA   | Council                           | Ongoing     |
|   | Communicates with WBEA Regional Legislative Director  | Ron Dodge/Lammers (Helen Humbert) | Ongoing     |